



RESEARCHING THE COMPANY

Why is researching the company important?

- It helps you identify and evaluate the company culture, to see if you will be a fit.
- You'll be ready to answer questions about the company, if asked.
- You can relate your answers to current company objectives and overall mission, making you a stronger candidate.

What do I need to know about the company?

- What they do (the services they provide)
- Why they exist (their purpose)
- What it is like to work there
- The company mission
- The company's values, and how well these values align with your own.
- It is also a good idea to know details about your specific department and how it operates within the larger company. See pages 4-6 for what to know about your department before your interview.

How do I find this information?

- Visit the company website. Find a "Careers" or "Work with us" page
 - In addition to job postings, these pages can also contain relevant information about company culture and values.
- Go to the company's LinkedIn Page
 - This is a great place to learn more about a company as an employer!
 - In addition to reading their "About" section, read and interact with any posts from the company.
- Glassdoor, Indeed, Wall Street Journal (wsj.com), Fortune, Career Bliss
- If someone you know works at the company, chat with them!
 - Or, you can try to build relationships with people currently working at the company.
- PRO TIP: When researching, use a variety of sources to get a well-rounded view of the organization's culture and priorities



RESEARCH THE COMPANY WORKSHEET

What does this company do? What services/products do they provide?

What is it like to work at the company?

What are the salary and benefit offerings? How do they compare to market rates?



RESEARCH THE COMPANY WORKSHEET

If you can find the company mission online, what is it?

**PRO TIP: If you can't find it online, ask what the mission is during your interview!*

List the company values and evaluate how **this** value aligns with your values

**You may need to do some critical thinking if the specific values are not listed online.*

VALUE	ALIGNMENT WITH YOUR VALUES

What are some recent headlines or media stories related to the company or its products?



RESEARCH THE COMPANY WORKSHEET

What is the department for the role you're interviewing for?

What specifically makes work in the department interesting to you?

What do you respect about this department?

What significant changes have taken place in the department over the past 2 or 3 years?



RESEARCH THE COMPANY WORKSHEET

How big is the department at the company? Is this a small, average, or large department size for the industry?

*Who are the department leaders and members? What are their roles?
If you haven't already- connect with them on LinkedIn!

Sometimes, departments will create their own mission and vision statements. Does your department have one of these?

**This likely won't be found online- connect with professionals already in the department to find the answer to this!*



COMPANY AND DEPARTMENT SWOT ANALYSIS

Identify the strengths, weaknesses, opportunities, and threats of the company and your department.

STRENGTHS:

What do you know about company finances, background and products or services in which the organization has a competitive advantage? What are the strengths of your specific department?

Potential Examples:
Annual Revenue
Customer Successes
Number of Employees

WEAKNESSES:

These are areas or characteristics where a business is at a competitive disadvantage relative to its peers. When an organization has a weakness, it is prevented from working at its optimum level.

Potential Examples:
Lack of Capital
Outdated Technology
High Turnover

OPPORTUNITIES:

What are the external factors that represent potential growth or improvement areas for the business and your department?

This is the most important piece of your SWOT analysis! Be ready to provide examples for how you could contribute in the short term or long term that highlights your skills and experience.

Potential Examples:
Market Growth
New Projects
Capital Investment

THREATS:

Threats are external forces that represent risks to the organization/department and its ability to operate. The categories tend to be similar to the "Opportunities" section, but directionally opposite.

Potential Examples:
Rising Labor Costs
Supply Issues
Regulations



RESEARCH THE COMPANY WORKSHEET

What questions do you have about the company or your department that you could not find online?

Write any other notes or thoughts about the company/your department here: